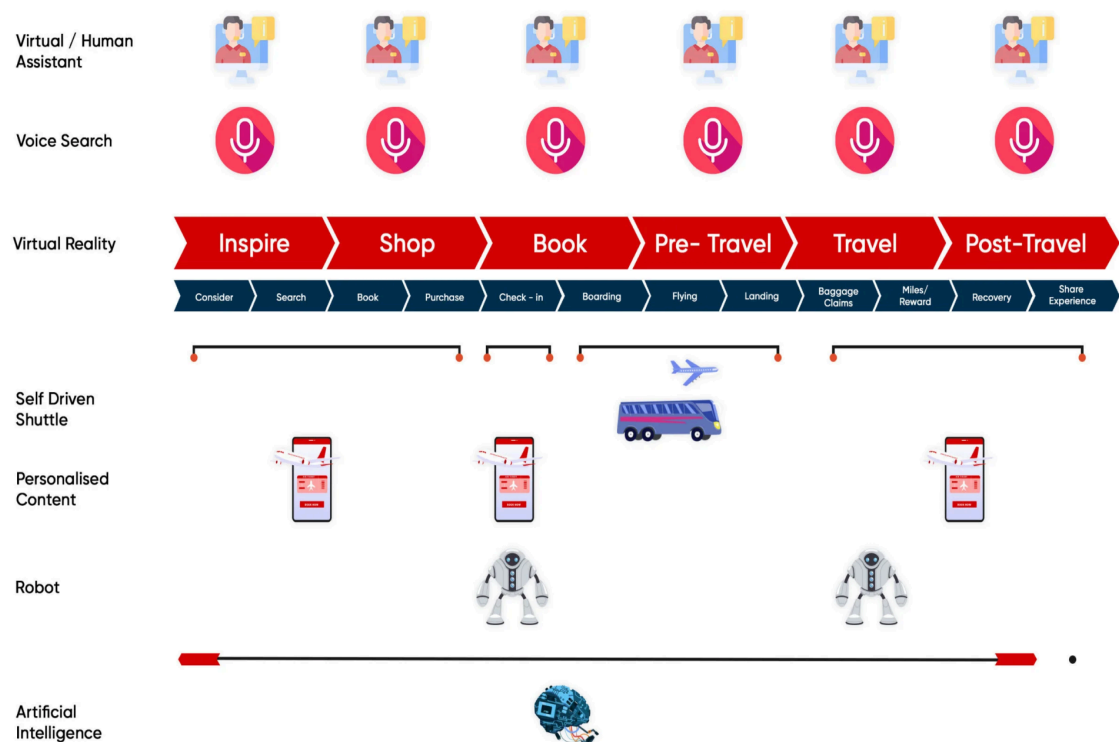


# Customer Journey Map

## What Is a Customer Journey Map?

- A **Customer Journey Map** shows how a passenger interacts with the airline at every step—from the first time they hear about the airline until after their flight. It's used to improve customer experience by identifying problems and making interactions smoother.

### Futuristic- Airline Customer Journey



### Why Is It Important in Salesforce?

Salesforce helps airlines **track, personalize, and automate** every part of the journey using tools like:

- **Marketing Cloud** – For promotions and emails

- **Sales Cloud** – For bookings and customer data
- **Service Cloud** – For help and support
- **Data Cloud** – For customer profiles and insights

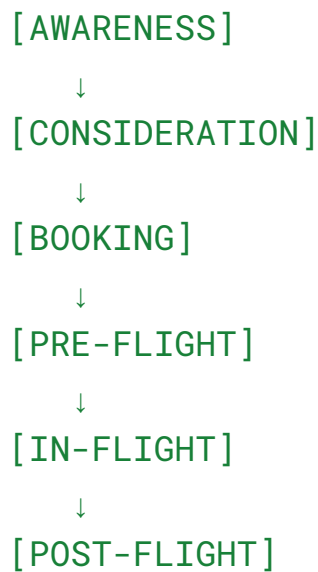
## **Customer Journey Stages (with Diagram)**

Here's a breakdown of each stage of the airline journey:

Stage	Customer Actions	Salesforce Tools Used	Goals
<b>1. Awareness</b>	Sees airline ads, gets emails, visits site	Marketing Cloud	Attract customer
<b>2.Consideration</b>	Compares flights, reads reviews	Experience Cloud + CRM	Build interest
<b>3. Booking</b>	Buys ticket on app or site	Sales Cloud	Capture booking + preferences
<b>4. Pre-Flight</b>	Gets updates: check-in, gates, delays	Marketing Cloud (Journey Builder)	Send reminders, upsell
<b>5. In-Flight</b>	Uses onboard services,contacts crew	Mobile/Tablet + CRM	Personalize service
<b>6. Post-Flight</b>	Gets feedback forms, loyalty points	Service Cloud, Loyalty Cloud	Improve future experience

## Simple Diagram

Here's how the journey looks in a **simple diagram**:



At each step, Salesforce tools are used to:

- **Track** behavior
- **Send** personalized messages
- **Solve** problems quickly
- **Collect** feedback

## Example: How Salesforce Works at Each Step

### Booking Stage Example:

- Customer browses flights → Salesforce captures browsing history.
- Customer books a flight → Info saved in Sales Cloud.
- They get a confirmation email → Sent by Marketing Cloud.

✅ **Pre-Flight Example:**

- 24 hours before flight → Check-in reminder sent via **Journey Builder**.
- Flight delayed → SMS alert sent automatically.

✅ **In-Flight Example:**

- Crew sees customer prefers vegetarian meals → Info from **CRM profile**.
- If there's an issue, staff logs it in **Service Cloud** for fast support.

## **Salesforce Tools Used in the Journey**

<b>Tool</b>	<b>Purpose</b>
<b>Marketing Cloud</b>	Emails, SMS, personalized offers
<b>Sales Cloud</b>	Bookings and customer preferences
<b>Service Cloud</b>	Support and issue resolution
<b>Data Cloud (CDP)</b>	Customer 360 view
<b>Journey Builder</b>	Automates steps in the journey

## **Benefits for the Airline**

- **Personalization** – Seat upgrades, meal preferences, reminders
- **Automation** – No manual messaging or tracking
- **Better Service** – Faster help and smarter responses
- **Data Insights** – Understand where customers struggle and fix it

## **Summary**

The Customer Journey Map in an airline project using Salesforce helps:

- Understand every step your passenger takes
- Use tools to automate, personalize, and improve that experience
- Increase satisfaction and loyalty